MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

BMK3084– MARKETING RESEARCH

(All sections / Groups)

10 MARCH 2017
3:00 p.m. – 5:00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **THREE (3)** pages with **FIVE (5)** questions only.
2. Attempt all **FIVE (5)** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Attempt all FIVE (5) questions.

Question 1

Survey method is obtaining information based on questioning respondents. Explain **THREE (3)** advantages and **THREE (3)** disadvantages of a survey research with relevant examples.

(20 marks)

Question 2

There are four different types of primary scales of measurement. Analyse all **FOUR (4)** scales and provide relevant example for each scale.

(20 marks)

Question 3

A marketer wanted to study the relationship between price and purchase intention (PI) of fast food. He conducted a survey of 50 respondents at a few restaurants in Klang Valley and recorded their responses. The results are as follows:

Correlations

		Price_IV	PI_DV
Price_IV	Pearson Correlation	1	.670**
	Sig. (2-tailed)		.000
	N	50	50
PI_DV	Pearson Correlation	.670**	1
	Sig. (2-tailed)	.000	
	N	50	50

**. Correlation is significant at the 0.01 level (2-tailed).

Descriptive Statistics

	Mean	Std. Deviation	N
PI_DV	3.9362	.62008	50
Price_IV	3.8493	.57024	50

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670[a]	.449	.438	.46493

a. Predictors: (Constant), Price_IV

b. Dependent Variable: PI_DV

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.465	1	8.465	39.161	.000[a]
	Residual	10.376	48	.216		
	Total	18.840	49			

a. Predictors: (Constant), Price_IV

b. Dependent Variable: PI_DV

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	1.130	.453		2.495	.016	.219	2.042
Price_IV	.729	.116	.670	6.258	.000	.495	.963

a. Dependent Variable: PI_DV

Questions

i. Determine whether there is a correlation between Price and Purchase Intention. Briefly justify your answer.

(4 marks)

ii. Determine the R^2, F-value and p-value.

(6 marks)

iii. Determine the relationship between Price and Purchase Intention.

(10 marks)

Continued...

Question 4

List and discuss the **THREE (3)** commonly used itemized rating scales in marketing. Include an example of each itemized rating scale to support your answer.

(20 marks)

Question 5

The sampling design process has five steps. Each step is closely related to all aspects of the marketing research project. List and discuss **FIVE (5)** steps in the sampling design process with relevant examples.

(20 marks)

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